

MONTANA DEPARTMENT OF COMMERCE

Montana Office of Tourism

Media Release

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New Tourism Assessment and Planning Program Development Work to Begin January 2014

(Helena, MT) – The Montana Department of Commerce today announced that the community of Ennis has been selected to assist the Montana Office of Tourism, the Montana Main Street program, and the MSU Extension's Community Development Program in designing a tourism assessment and planning program for use statewide in future years. The pilot program work is expected to begin in January 2014 and continue for at least 4 to 5 months.

"This project is a revitalization of a similar program that the Department and MSU used to offer communities statewide during the 1990s up through 2007," Department of Commerce Director Meg O'Leary explained. "In our work with Ennis, we plan to update the program's offerings to make sure it serves the needs and interests of communities today while helping Ennis develop a plan of action to utilize tourism as a tool to achieve its economic and community development goals."

Facilitators from the two Commerce Programs and MSU Extension will lead an action committee of Ennis residents through a series of presentations, discussions and research assignments on key tourism topics including tourism attraction, facility inventory, visitor and economic profiles, tourism marketing training, project identification and prioritization as well as identifying the financial and technical assistance resources available for implementation of tourism projects.

Ennis Mayor Becky Vujovich will serve as the local project coordinator. Twenty-five Ennis residents, including local business owners, government workers, school employees, elected officials and members of the chamber of commerce have volunteered to serve as the project's action committee.

For more information, please contact Victor Bjornberg at the Montana Office of Tourism at (406) 841-2795.

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